

Augusta University Policy Library

Social Media Policy

Policy Owner: University Communications

POLICY STATEMENT

This policy limits authority for representing Augusta University and AUHealth (hereafter “AU”) in an official capacity through social media channels. It is intended to clarify expectations for authorized personnel acting on behalf of the organization, not to constrain individual freedom of speech or expression.

This policy recognizes three categories of social media channels:

1. **Official Channels** – This category includes channels that are formally authorized by the Division of Communications and Marketing (hereafter “DCM”) to represent AU. They are expected to be in full compliance with this policy and AU social media guidelines, and listed in the AU Social Media Directory.
2. **Unofficial Recognized Channels** – These are channels belonging to recognized affiliates of AU (e.g. student organizations) which are not subject to AU editorial control, and are not authorized to speak on behalf of AU in an official capacity. Owners of and contributors to these accounts are individually responsible for their content and behavior. At least one owner of the channel must be an employee of AU and keep a current point of contact on file with DCM.
3. **All other** – This category includes all social media channels not listed above, including personal channels belonging to faculty, staff, students, volunteers, alumni, donors, community members, athletic fans, etc. These accounts represent the individual views and beliefs of the channel owners. AU assumes no responsibility for the content, opinion, views, or behavior reflected in such channels.

Only those individuals who have written and express approval from the DCM will have posting privileges to Official Channels. At least one DCM staff member must be granted credentials to log into channels representing AU, and must have the ability to manage, administer, and remove the channel.

Channels not authorized by DCM must not be created by units of AU. Any existing unauthorized channels under control of AU units must be removed or surrendered to DCM immediately upon request.

Online communities and social media represent potentially valuable resources for AU faculty and staff in performing their job duties, and AU employees are encouraged, when appropriate, to take advantage of the wide variety of social media tools available to them. As is true in other, traditional media, when participating in online communities and social media as part of their job duties, employees must comply with AU policies and guidelines.

Office of Compliance and Enterprise Risk Management Use Only

Policy No.: 611

Policy Sponsor: VP, Communications & Marketing, University Communications

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Last Review: 12/13/2016

If channels employed by AU allow reader comments, the channel manager should employ spam-blocking tools, monitor and manage the comments. If the channel is assigned as student work, the faculty member in charge should monitor the comments/discussion to enforce editorial standards that would be applied to a live classroom.

Official and recognized channels are responsible for publishing content in accordance with federal (e.g. FERPA and HIPAA), state, and local laws, regulations, and the values, policies, procedures, and Standards of Conduct of Augusta University and its affiliated organizations.

Official Channels are expected to use correct logos and images, available at augusta.edu/dcm.

AFFECTED STAKEHOLDERS

Indicate all entities and persons within the Enterprise that are affected by this policy:

- Alumni
 Faculty
 Graduate Students
 Health Professional Students
 Staff
 Undergraduate Students
 Vendors/Contractors
 Visitors
 Other:

DEFINITIONS

- **APP:** Short for application, typically a small, specialized program downloaded onto mobile devices to interact with social media or other platforms
- **Channels:** Social media resources, including, but not limited to accounts, applications, profiles, pages, etc., that allow users to share information with each other across one or more platforms. Examples of popular platforms include Facebook, Instagram, LinkedIn, Pinterest, Snapchat, Twitter, and YouTube.
- **Channel Manager:** individual responsible for creating, managing, administering, or staffing a social media channel on behalf of AU on an ongoing or temporary basis
- **Facebook:** social media platform, used for both social and professional networking through text, photos, and video
- **Instagram:** photo and video sharing social media platform
- **LinkedIn:** professional social networking site used to connect with current and former coworkers, colleagues and classmates; many uses for Human Resources, can post job vacancies
- **Pinterest:** A virtual pin board that allows individuals to organize and share images and articles on the web
- **Post:** (n.) content entry or update on a social media platform; (v.) to add or update content on a social media platform
- **Snapchat:** known as a microblog style video and photograph sharing app. Allows users to share videos or photographs for up to 10 seconds. Used to share snapshots of events and people and messages

- **Social media:** the use of technology combined with social interaction to share information, create or co-create value; new media, interactive media, and social networking
- **Twitter:** known as a microblog because it allows a user to post updates (to “tweet”) limited to 140 characters, use for quick updates, news headlines, and real time coverage
- **YouTube:** A popular social media platform for sharing video content

PROCESS & PROCEDURES

- Access to and administration of Augusta University presence on identified social media platforms will be limited to staff in the Division of Communications and Marketing. The Division of Communications and Marketing has discretion to grant or revoke additional access to other departments. Contact DCM at socialmedia@augusta.edu with questions regarding an organizational social media presence.
- If faculty, staff, or students have questions about taking a position that may be perceived as an expression on behalf of the university or health system, they are encouraged to contact the Division of Communications and Marketing at socialmedia@augusta.edu.

REFERENCES & SUPPORTING DOCUMENTS

- Augusta University Social Media Guidelines

RELATED POLICIES

- [Acceptable Use of Information Technology](#)
- [Assembly and Speech Guidelines](#)
- [Communications and Marketing Policy](#)
- [Individual Conflict of Interest Policy](#)
- [Intellectual Properties](#)
- [Outside Professional Activities](#)
- [Student Concerns and Complaints](#)
- [Student Health Records Privacy, Security and Confidentiality Policy](#)
- [Student Organization Solicitation and Fundraising](#)
- [Use of Email as Official Means of Notification to Students](#)

APPROVED BY:

President, Augusta University and CEO, AU Health System Date: 12/13/2016